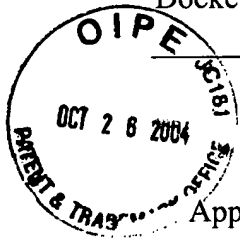


Docket No.: ALEXAI.008A

Customer No.: 20,995



AMENDMENT / RESPONSE TRANSMITTAL

Applicants : Linden, et al.
App. No. : 10/050,579
Filed : January 15, 2002
For : CONTENT
PERSONALIZATION BASED
ON ACTIONS PERFORMED
DURING A CURRENT
BROWSING SESSION
Examiner : Kuen S. Lu
Art Unit : 2177

CERTIFICATE OF MAILING

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

October 19, 2004

(Date)

Ronald J. Schoenbaum, Reg. No. 38,297

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

- (X) Amendment in 8 pages;
- (X) A check in the amount of \$430.00 for a 2 month extension fee; and
- (X) A return prepaid postcard

The fee has been calculated as shown below:

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
Total Claims	30 - 48 = 0	1202 (\$18)	0 x 18 =	\$ 0
Independent Claims	3 - 6 = 0	1201 (\$88)	0 x 88 =	\$ 0
2 Month Extension		1252 (\$430)		\$430.00
			TOTAL FEE DUE	\$430.00

10/27/2004 HGUTEMA1 00000020 10050579

01 FC:1252

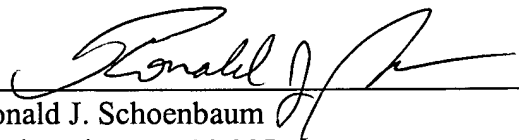
430.00 0P

Docket No.: ALEXAI.008A

Customer No.: 20,995

An extension of time is hereby requested by payment of the appropriate fee indicated above.

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.



Ronald J. Schoenbaum
Registration No. 38,297
Attorney of Record
Customer No. 20,995
(949) 760-0404

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ALEXAI.008A



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	:	Linden, et. al.
Appl. No.	:	10/050,579
Filed	:	January 15, 2002
For	:	CONTENT PERSONALIZATION BASED ON ACTIONS PERFORMED DURING A CURRENT BROWSING SESSION
Examiner	:	Kuen S. Lu
Group Art Unit	:	2177

AMENDMENT

Mail Stop ____
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on June 4, 2004, please reconsider the above-referenced application in view of the following amendments and remarks.